

DRAFT – Susan LaChance PCC Day Remarks v3:sml

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final draft - if
needed, Susan
would have it.
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Welcome [Following VOG Intro]

Thank you, and welcome to our 2011 National Postal Customer Council Day.

We've got a great crowd here in Tampa today. Home of the 2010 PCC Award winner for large markets.

A lot happens on PCC Day. Not just here in Tampa, but in all of the events across the country. Today, joining us via satellite, we have over 8,000 PCC members at 116 local events around the country.

So, a warm welcome to ALL participating with us today.

(Lead. Applause)

Postal Customer Councils have a rich history in the Postal Service. In fact it's a 50 Year old history this year!! Our Postal Customer Councils are truly unique – Postal Service leaders and business mailers who work together to promote the value of mail, address mailing concerns and exchange ideas on how to use mail to grow business.

And....

PCC Day is a time for sharing information to grow the mailing industry and to celebrate this year's achievements.

That's what we're all here for: to grow businesses, to grow use of the mail, and to grow this industry.

We have a great program today, and so let's get started.

[Lights come down, brand video plays]

Remarks about PCC Network [following Megan Brennan]

Thanks Megan.

The PCC Network is an important channel for the Postal Service. It allows us to share information and get quick feedback from you. It also allows us to test ideas and develop strategies collaboratively.

This is going to be especially important this year as we work through changes in our service standards and as we implement some large changes in our mail processing footprint.

As Megan mentioned, we want to be in lock-step with you as we consider changes. We want to make sure that you have a voice in helping us develop strategies to ensure that these changes work for you.

We have had conversations with the major mailing industry trade associations about some of our plans, but we know that our local PCCs are also key to making these plans work.

You are our eyes and ears at the local level.

Every region of the country will be affected in some way, and so it's important for you to understand what's changing, what isn't changing, and to think about what the changes mean to you and your business

Your input will guide us, and your engagement in this process will make this a successful transition for us and for you.

TRANSITION OF THOUGHT

Speaking of changes.....

Pat mentioned plans to revitalize the IDEA of Mail, and our new advertising campaign.

We hope that these are themes that the entire industry can leverage.

Paul Vogel has a number of STRONG new product offerings that he's discussing today through his video. Our PCC Network will be a reliable source of information about these new offerings. So look for more from Paul and his team throughout the upcoming year.

The strength of the PCC Network is about listening, learning and collaborating so that you can take the best possible advantage of the national delivery platform that the Postal Service provides. At the end of the day, it's about taking back what you have learned and grow your business and this industry. And we know it is happening constantly.

And when it comes to listening, we have been all ears!!

Over the past year we began extensive outreach to the PCC Network. We exchanged ideas about what could be done to strengthen the value of the PCC's to the members. I'd like to share a short video that captures some thoughts that our PCC advisory committees have been sharing with us.

[Show 90 second PCC Advisory Committee video]

This video outlines issues that we needed to address – more participation and support by postal at the local level, social networking, timely and updated workshops.

This PCC Day unlike in the past, a Headquarters officer or other executive have been placed at every PCC event to bring the important message pertaining to our network optimization plan. We now have a mentoring program where a member of my team will be assisting every PCC throughout the country. The video from Paul Vogel's area is the first of many workshops we will be producing in the upcoming year. Also, we are formulating a policy on social media and hope to be able to make use of Listserv or Facebook in the near future.

To continue with our engagement initiative we are scheduling more of these webinars in October. The dates have been with the first webinar set for Tuesday, October 25. More detailed information will be forthcoming in the next few weeks.

NEED TRANSITION -- ????

And now I'd like to introduce our hosts today. Please give a hand to Debbie Scott and Gary Vaccarella.

[Pause]

Debbie is the Tampa Industry Co-Chair and Gary is the Postal Co-Chair. They've done a phenomenal here in Tampa throughout the year. They've also done a great job hosting us today.

Debbie, could I ask you and Gary to tell us a little more about the great work that's been done by Tampa this year?

[Susan LaChance exits stage]